

Published daily except on Saturdays by The Palestine Post Ltd. Founded in 1932 by GERRARD ACHON. Registered in the G.D.S. Copyright of all material, news, reports, etc., is reserved by the Palestine Post Ltd. Editor: TED R. LURIE. Head Office: 9 Rabin Haim, Jerusalem, P.O. Box 51, Tel. 24233. Tel Aviv: 32 Rabin Haim, Jerusalem, P.O. Box 525, Tel. 64251. Subscriptions: 12 months, \$12.00. Annual subscription: \$12.00. Vol. XXXVII, No. 10288

NOBLESSE
100%
20 CIGARETTES 83 mg. TOL
TUESDAY, NOVEMBER 21, 1961 • 13 Kislef, 5722 • 13 Jamad Tani, 1361

THE JERUSALEM POST

SIX PAGES

Develop Israel with Israel Bonds

Spaak Urges Parley Of Foreign Ministers

WASHINGTON (AP) — Mr. Paul Henri Spaak, Vice-Premier and Foreign Minister of Belgium, suggested yesterday negotiations on the Berlin deadlock at the Foreign Minister level.

Mr. Spaak, after a visit with President Kennedy, said he could not predict the outcome of the negotiations, but he believed there must be an effort to get talks under way.

The Belgian statesman said that, in addition to Berlin, he talked with Mr. Kennedy about Belgium and the Congo.

Asked about Chancellor Adenauer's insistence that the Communist-built wall dividing East and West Berlin must come down as a condition to negotiations, Mr. Spaak remarked that if every-thing went well, there could be no negotiations.

"After the White House visit the Belgian conferred with Secretary of State Rusk for one hour and 15 minutes, mainly, Mr. Spaak said, on the explosive situation in the Congo.

Diplomatic informants said Mr. Spaak strongly advocated the Belgian view that the U.N. should not use force to end separatist ambitions of Katanga, and that the Katanga problem can be solved without the use of force.

Meanwhile, President Kennedy and Dr. Adenauer, separately, held lengthy discussions with their advisers at the White House and the German chancellery, respectively, to prepare for their talks on the Berlin and German issues which open later in the day.

Fresh Chinese Incursions At India Frontier

NEW DELHI (AP) — The Communist Chinese have committed fresh incursions along the Ladakh frontier with India in recent weeks, Prime Minister Nehru told Parliament here yesterday.

Facing a barrage of angry questions, Mr. Nehru said his Government protested on October 31 and had taken "certain undisclosed" military measures.

Parliament Speaker M.A. Ayyangar said in view of the seriousness of the situation, he would permit special discussion on the subject later this week.

Mr. Nehru said reports received in August and September showed that the Chinese had constructed three check-points, pushing forward their original posts far into Indian territory, and also had built new roads linking them with the rear posts.

The protest note to Peking was sent on October 31, Mr. Nehru said, and the Chinese had been told that the Government was not prepared to accept the violation of Indian territory established conclusively by the Indian posts far into Indian territory.

The protest also objected to other Chinese activities along the border as being contrary to the agreement arrived at by Mr. Nehru and Premier Chou En-lai in 1959. These included: (1) intensive patrolling; (2) numerous incursions; (3) new military roads in all sectors along the entire border.

It said that since the agreement "aggression is being added to aggression and incursions are being added to incursions against a neighbour bound to her by the five principles of co-existence are increasing."

The note gave 11 instances of Chinese incursions since April, 1960.

Eichmann Judgment In 'Polishing' Stage

JERUSALEM (Post Correspondent) — The judgment in the Eichmann trial is "at present in the polishing and translating stage," Judge Y. Eisenberg, Director of Courts Administration, said yesterday in Jerusalem.

Mr. Eisenberg, speaking after consulting the three judges trying Adolf Eichmann, added that it is still too soon to predict when the judgment will be delivered. Announcement of the exact date will be made by the court convenes.

It has been unofficially reported several times that the judgment will be read during the first part of December. The Court has said it would give prosecution and defence at least two weeks' notice.

It is learned that the Beit Ha'am court staff have been instructed to begin the trial on December 10.

Meanwhile, the Palestine Conciliation Commission spent yesterday morning and afternoon putting the finishing touches to the Johnson report on the refugee question which was due to have been published yesterday. It is now expected to be issued today or later in the week.

A provisional report was issued last month by Dr. Joseph Johnson, who was a few months ago sent by the P.C.C. to study the question of the spot and discuss its solution with political leaders in Israel and Arab States.

The fuller report is expected to provide the background for the Political Committee's deliberations.

Arabs Request Delay In U.N. Refugee Debate

By JESSE ZEL LURIE

JERUSALEM (Post Correspondent) — The Political Committee debate on the Arab refugee question, for which Mrs. Golda Meir flew here yesterday, is likely to be postponed at Arab request.

The debate should have begun this Thursday but yesterday afternoon the committee asked for a delay to enable completion of the other items on the agenda. They said they wanted the refugee question to have the committee's uninterrupted and undivided attention.

They have also asked for their complaint against Britain over Oman to be taken up first.

As no one is particularly anxious to talk about the refugees, the Arab request is likely to be approved.

Meanwhile, the Palestine Conciliation Commission spent yesterday morning and afternoon putting the finishing touches to the Johnson report on the refugee question which was due to have been published yesterday. It is now expected to be issued today or later in the week.

A provisional report was issued last month by Dr. Joseph Johnson, who was a few months ago sent by the P.C.C. to study the question of the spot and discuss its solution with political leaders in Israel and Arab States.

The fuller report is expected to provide the background for the Political Committee's deliberations.

Algerian Leaders End 19-Day Hunger Strike

Transferred to Sanatorium

PARIS (Reuter). — The Algerian insurgent leader Mohammed Ben Bella and his four companions are calling off their hunger strike, started on November 2, the Justice Ministry announced here last night.

(In Tunisia, the insurgent "Information Minister," M. Mohammed Yazi, told reporters that the hunger strike would stop at 1130 G.M.T. last night.)

Usually reliable sources said Ben Bella and his companions would shortly be transferred to a convalescence home.

Earlier yesterday the Algerian insurgent leaders made known through their lawyers that they are continuing their hunger strike despite the decision of 4,000 other Muslims detained in France to resume eating.

The hunger strike by Muslim detainees has lasted 19 days. The decision to end it was announced early yesterday after three-sided talks between the Ministry of the Interior, the International Red Cross and representatives of the Muslims.

The Ministry of Justice is ordering that the detainees be treated in conformity with "Regime A" under the new French legal code. The Ministry says this is fully equivalent to the political status claimed by the strikers.

Mohammed Ben Bella, Vice-Premier of the "Algerian Provisional Government," and his two colleagues, Ahmed and Mohammed Boudiaf, fasted in hospital at Garches, near Paris. Two other insurgent "Ministers," Rabah Biat and Mohammed Boudiaf, fasted in Fresnes prison hospital.

Before last night's announcement that the rebel leaders had called off their hunger strike, M. Mohammed Cherkouli, Moroccan Ambassador in Paris, had a half-hour meeting yesterday with the French Foreign Minister, M. Couve de Murville, and told reporters afterwards:

Berlin's '1,000-Year Wall'

BERLIN (AP) — Several thousand East German workers guarded by over 1,000 heavily-armed soldiers toiled all day yesterday raising massive concrete walls, tank barriers and ditches on East Berlin's border with West Berlin.

Work on what West Berlin's Deputy Mayor, Mr. Hans Kroll, has described as the "1,000-year wall" began suddenly Sunday afternoon at the major square on the border, the Brandenburg Gate.

Western Allied officials met yesterday to discuss these developments. Western sources thought the anti-tank traps were possibly an expression of East German fears that General Lucius Clay, President Kennedy's personal representative in Berlin, might return from the Washington talks between Mr. Kennedy and Dr. Adenauer with a green light to take firm action, if necessary, on the border. Or they might indicate that the East Germans themselves planned to build a concrete wall which could result in the Western allies taking military action.

At the Brandenburg Gate, work seemed to be nearing an end. Hindenburg Platz, the German Democratic Republic's western side of the gate, was walled off completely except for a three-foot gap at one end. The top of the new wall was covered with layers of sand over its ten-foot width.

M. Georges Portman, First Vice-President of the French Senate and a member of the delegation of NATO military men visiting Berlin, was slightly injured at the Brandenburg Gate when hit in the face by a stone thrown by a night worker. A delegation official said he was inspecting the new tank-proof barriers.

East German workers yesterday began putting up a second thickness of concrete wall at the Brandenburg Gate.

Mr. Georges Portman, First Vice-President of the French Senate and a member of the delegation of NATO military men visiting Berlin, was slightly injured at the Brandenburg Gate when hit in the face by a stone thrown by a night worker. A delegation official said he was inspecting the new tank-proof barriers.

East German workers yesterday began putting up a second thickness of concrete wall at the Brandenburg Gate.

Kroll Returns To Moscow

BONN (AP) — The West German Ambassador to Moscow, Hans Kroll, left by air yesterday to resume his post after being vindicated, for his handling of a conversation on the Berlin crisis with Soviet Premier Khrushchev.

Kroll, a veteran diplomat, was suddenly called home last Tuesday to report on the conversation after charges were leveled here that he had overstepped his competence and made proposals contrary to West German policy.

'Buchenwald Witch' Appeals Again

MUNICH (AP) — The "witch of Buchenwald," the woman who was convicted of helping to organize the escape of Jewish prisoners from the Nazi concentration camp at Buchenwald, has appealed her conviction again.

Koch, now 54, is the widow of the Buchenwald concentration camp commandant. She is serving a hard labour sentence for life, imposed 10 years ago for inciting the camp staff to murder, attempted murder and severe ill-treatment of internees.

Koch has submitted to the West German authorities a number of unconvincing appeals for a pardon.

In a public statement on the Eichmann trial, Erwin Schulz, head of the West German Centre for Investigation of Nazi crimes, said here on Sunday that "higher orders" had emerged as one of the central problems of the trial.

There was evidence, he said, to show that members of the Gestapo organizations had received instructions during the trial to kill anyone who was not a Jew, and that these instructions were not carried out.

Schulz said that as a result of the Eichmann trial, the trial of the "witch of Buchenwald" would be a test case for the Wanne Conference which decided on the "final solution" of the Jewish question. He praised the Jewish legal approach of the trial.

A spokeswoman here said she was waiting for a decision on the appeal.

Sen. Kefauver Hopes To Discuss Refugees

TEL AVIV (AP) — "I hope to discuss with Mr. Ben-Gurion on Tuesday the Arab refugee question, Israel's water problem, U.S. aid and world affairs," U.S. Senator Estes Kefauver told The Jerusalem Post last night.

He was speaking at the Dan Hotel shortly after his arrival by BEA from Paris, where he participated in the NATO parliamentarian conference.

Senator Kefauver of Tennessee, Democratic Vice-President-elect in 1960, said the refugee problem would have to be solved by the U.S. and other countries, the Arab States and Israel should be opened to the refugees, he said.

Senator and Mrs. Kefauver will return to the U.S. on Thursday. It is the Senator's fourth visit to this country; the last was in 1957.

Trujillo Quits The Caribbean

FORT LAUDERDALE, Florida (AP) — Two brothers of Rafael L. Trujillo, the slain dictator of the Dominican Republic, landed here yesterday, thus apparently bringing to a close the 30-year reign of the Trujillos over the Caribbean island.

One of the brothers, Hector, former President of the island, told newsmen, however, that he planned to return to his home.

"Oh, sure," he said when asked, "it's my country." But he did not say when or if he would return.

His brother, Jose Arismendi, had left the island in apparent exile three weeks ago, but returned last week. The U.S. charged that they were trying to seize power. General Rafael L. Trujillo Jr., son of the former dictator, quit as commander-in-chief of the armed forces and left the country in his yacht.

Sen. Kefauver Hopes To Discuss Refugees

TEL AVIV (AP) — "I hope to discuss with Mr. Ben-Gurion on Tuesday the Arab refugee question, Israel's water problem, U.S. aid and world affairs," U.S. Senator Estes Kefauver told The Jerusalem Post last night.

He was speaking at the Dan Hotel shortly after his arrival by BEA from Paris, where he participated in the NATO parliamentarian conference.

Senator Kefauver of Tennessee, Democratic Vice-President-elect in 1960, said the refugee problem would have to be solved by the U.S. and other countries, the Arab States and Israel should be opened to the refugees, he said.

Senator and Mrs. Kefauver will return to the U.S. on Thursday. It is the Senator's fourth visit to this country; the last was in 1957.

FRENCH REPLY ON BIZERTA

TUNIS (Reuter). — France replied yesterday to Tunisia's latest call for the evacuation of French troops from the country, according to usually well-informed sources here.

Details of the reply were not immediately known.

President Habib Bourguiba said in a speech last Saturday that if the French reply was not positive "our soldiers and the Tunisian people are ready to resume the battle of Bizerta."

West Overwhelmingly Ahead, Says USAF Chief

WASHINGTON (Reuter). — General Curtis LeMay, U.S. Air Force Chief of Staff, said yesterday that the U.S. chose to build nuclear bombs of 80 and 100 megatons, American bombers could deliver them.

In an interview published by the magazine "U.S. News and World Report," General LeMay said the West had an "overwhelming advantage" over the Soviet Union in total military power and American power was so great that he could still win a war even if Russia attacked first.

But, he added, America's military superiority had been decreasing at a disturbing rate for the past 10 years.

Of 149 member churches, 127 were in favour of the Russian application. Three churches voted against the Russian move to end the U.S.A.R.

Clearly, this could not have been to Nehru's liking. Besides the personal aspect of the affair, the Indian Prime Minister made it clear more than once that he stood for a quiet kind of diplomacy and did not like the fanfare and pomp accompanying conferences such as the recent "summit" in Belgrade.

Nehru: No Plans For '2nd Belgrade'

Indian Prime Minister Nehru declared yesterday that he has no plans for a second Belgrade summit conference with Soviet Premier Khrushchev.

Nehru, who is in New Delhi, said he had no intention of holding a second summit conference with Khrushchev.

He said that the first summit conference in Belgrade was a success and that he had no intention of holding a second one.

He said that the first summit conference in Belgrade was a success and that he had no intention of holding a second one.

Assembly To Discuss Nehru's 'Year of Peace'

UNITED NATIONS (AP) — The U.N. General Assembly yesterday approved a debate on the Indian Prime Minister's proposal for a "Year of Peace" and international cooperation.

The topic was assigned to the General Assembly plenary for discussion by the U.N. Committee on Disarmament.

The topic was assigned to the General Assembly plenary for discussion by the U.N. Committee on Disarmament.

Lebanese Consuls In Canada Said 'Zionist'

CHARGES THAT Lebanese consuls in Canada are "Zionists" have been made by two Lebanese formerly living in the Dominion according to the Jordanian daily "Al-Jihad."

Ali Jabara, a journalist, is quoted as having said that a number of such consuls, who claim to be Arabs, are in fact "Zionist Arabs" and support Israel and Zionist commerce.

The other migrant, Issa Fakih, is said to have written to a Canadian paper that the Lebanese Consul in Toronto, John Ibrahim, grants Lebanese entry visas to Zionists and has contributed to Israel fund drives.

Rockefeller Flies To N. Guinea As Dutch Seek Explorer Son

Millionaire Governor Nelson Rockefeller of New York left San Francisco by air yesterday on his way to Dutch New Guinea, where his son Michael is reported missing.

The Governor and his party, including Michael's twin brother, arrived in Port Moresby on Saturday night. On Sunday, the Dutch Navy began a search of the area and a Navy plane spotted the capsized boat to which Wassing was clinging.

As darkness fell, the Neptune plane dropped flares to guide the patrol ship Tasman and an unidentified U.S. doctor who had set out from Primapur in a prahu with an outboard engine.

Wassing was yesterday taken aboard the Tasman. Doctors described his condition as satisfactory despite three days and nights of exposure to rough seas and scorching sun. He is scheduled to arrive in Holland today by plane.

The Dutch administration radiated The Hague that it had good hopes that Rockefeller was safe.

Rockefeller and Wassing set out on November 1 on their expedition to the Asmat area of Dutch New Guinea to collect ethnological material for the New York Museum of Primitive Art and for a national museum to be built in Holland.

Asmat is one of the wildest areas in the world — a vast, swampy jungle where prahus are the only means of transport.

Rockefeller had made a previous expedition into the Salween Valley area of Dutch New Guinea under the leadership of Dr. B.C. Gardner, Director of the Film Study Centre of Harvard University. This expedition returned to Holland last September with films of the "Arafura Sea" about 300 miles west of Port Moresby.

Two tribesmen in the prahu were ashore and reported the missing boat.

6 of 10 Survive Congo Crash

Three U.N. employees and three Italian crewmen survived the crash landing of an Italian U.N. transport plane near Lake Tanganyika, the Italian Defence Ministry announced in Rome yesterday.

The plane, a C-130 Hercules, was on a mission to deliver supplies to the U.N. force in Katanga province, capital of Katanga province.

Four other persons, believed to be Italian crewmen, were killed, the Ministry said.

The three U.N. employees who survived came from India, Ireland and the United Arab Republic. The Ministry said, quoting reports from the Italian Consul-General in Nairobi, Kenya.

The plane, which had been missing since midday Friday, crashed at Kas Ulu, 50 kms. from Lake Tanganyika, in Tanganyika opposite Albertville in north Katanga.

The Security Council convened last night to resume its work on the Congo crisis.

In the Congo, the U.N. yesterday airlifted 200 Ethiopian troops from Stanleyville to Kinshasa, Kivu Province, to reinforce Malayan contingents in an action against rebellious Congolese troops who nine days ago murdered 13 Italian airmen of the U.N.

The U.N. spokesman in Leopoldville said they would be reinforced further before entering Kinshasa. He reiterated that Malayan troops "took immediate action" to bring the situation under control. For reasons of military security he declined to give any details of the action so far undertaken.

11-A-Side Cabinet Named in Turkey

ANKARA (Reuter). — Turkey's President Cemal Gursel yesterday announced a coalition cabinet with General Ismet Inonu, 77, as Prime Minister, and Mr. Selim Sarper continuing as Foreign Minister. The Defence Minister is Mr. Ihsani Sancak.

The coalition is made up of 11 ministers from the Republican People's Party, which Mr. Inonu leads, and 11 from its rival, the Justice Party. Together these parties hold a clear majority both in the National Assembly and in the Senate. The other parties — the Republican Peasant National Party and the New Turkey Party — make up the opposition.

Russian Orthodox Join World Church Body

NEW DELHI (Reuter). — The World Council of Churches yesterday elected the Russian Orthodox Church as its 14th member church, giving the Orthodox Church, which claims to have 50 million members in the official atheist Soviet Union.

The admission, together with those of the Polish, Bulgarian and Rumanian Churches, gives the Orthodox Church a substantial majority in voting power inside the ecumenical movement.

Of 149 member churches, 127 were in favour of the Russian application. Three churches voted against the Russian move to end the U.S.A.R.

Clearly, this could not have been to Nehru's liking. Besides the personal aspect of the affair, the Indian Prime Minister made it clear more than once that he stood for a quiet kind of diplomacy and did not like the fanfare and pomp accompanying conferences such as the recent "summit" in Belgrade.

Assembly To Discuss Nehru's 'Year of Peace'

UNITED NATIONS (AP) — The U.N. General Assembly yesterday approved a debate on the Indian Prime Minister's proposal for a "Year of Peace" and international cooperation.

The topic was assigned to the General Assembly plenary for discussion by the U.N. Committee on Disarmament.

The topic was assigned to the General Assembly plenary for discussion by the U.N. Committee on Disarmament.

Lebanese Consuls In Canada Said 'Zionist'

CHARGES THAT Lebanese consuls in Canada are "Zionists" have been made by two Lebanese formerly living in the Dominion according to the Jordanian daily "Al-Jihad."

Ali Jabara, a journalist, is quoted as having said that a number of such consuls, who claim to be Arabs, are in fact "Zionist Arabs" and support Israel and Zionist commerce.

The other migrant, Issa Fakih, is said to have written to a Canadian paper that the Lebanese Consul in Toronto, John Ibrahim, grants Lebanese entry visas to Zionists and has contributed to Israel fund drives.

Rockefeller Flies To N. Guinea As Dutch Seek Explorer Son

Millionaire Governor Nelson Rockefeller of New York left San Francisco by air yesterday on his way to Dutch New Guinea, where his son Michael is reported missing.

The Governor and his party, including Michael's twin brother, arrived in Port Moresby on Saturday night. On Sunday, the Dutch Navy began a search of the area and a Navy plane spotted the capsized boat to which Wassing was clinging.

As darkness fell, the Neptune plane dropped flares to guide the patrol ship Tasman and an unidentified U.S. doctor who had set out from Primapur in a prahu with an outboard engine.

Wassing was yesterday taken aboard the Tasman. Doctors described his condition as satisfactory despite three days and nights of exposure to rough seas and scorching sun. He is scheduled to arrive in Holland today by plane.

The Dutch administration radiated The Hague that it had good hopes that Rockefeller was safe.

Rockefeller and Wassing set out on November 1 on their expedition to the Asmat area of Dutch New Guinea to collect ethnological material for the New York Museum of Primitive Art and for a national museum to be built in Holland.

Asmat is one of the wildest areas in the world — a vast, swampy jungle where prahus are the only means of transport.

Rockefeller had made a previous expedition into the Salween Valley area of Dutch New Guinea under the leadership of Dr. B.C. Gardner, Director of the Film Study Centre of Harvard University. This expedition returned to Holland last September with films of the "Arafura Sea" about 300 miles west of Port Moresby.

Two tribesmen in the prahu were ashore and reported the missing boat.

6 of 10 Survive Congo Crash

Three U.N. employees and three Italian crewmen survived the crash landing of an Italian U.N. transport plane near Lake Tanganyika, the Italian Defence Ministry announced in Rome yesterday.

The plane, a C-130 Hercules, was on a mission to deliver supplies to the U.N. force in Katanga province, capital of Katanga province.

Four other persons, believed to be Italian crewmen, were killed, the Ministry said.

The three U.N. employees who survived came from India, Ireland and the United Arab Republic. The Ministry said, quoting reports from the Italian Consul-General in Nairobi, Kenya.

The plane, which had been missing since midday Friday, crashed at Kas Ulu, 50 kms. from Lake Tanganyika, in Tanganyika opposite Albertville in north Katanga.

The Security Council convened last night to resume its work on the Congo crisis.

In the Congo, the U.N. yesterday airlifted 200 Ethiopian troops from Stanleyville to Kinshasa, Kivu Province, to reinforce Malayan contingents in an action against rebellious Congolese troops who nine days ago murdered 13 Italian airmen of the U.N.

The U.N. spokesman in Leopoldville said they would be reinforced further before entering Kinshasa. He reiterated that Malayan troops "took immediate action" to bring the situation under control. For reasons of military security he declined to give any details of the action so far undertaken.

11-A-Side Cabinet Named in Turkey

ANKARA (Reuter). — Turkey's President Cemal Gursel yesterday announced a coalition cabinet with General Ismet Inonu, 77, as Prime Minister, and Mr. Selim Sarper continuing as Foreign Minister. The Defence Minister is Mr. Ihsani Sancak.

The coalition is made up of 11 ministers from the Republican People's Party, which Mr. Inonu leads, and 11 from its rival, the Justice Party. Together these parties hold a clear majority both in the National Assembly and in the Senate. The other parties — the Republican Peasant National Party and the New Turkey Party — make up the opposition.

Russian Orthodox Join World Church Body

NEW DELHI (Reuter). — The World Council of Churches yesterday elected the Russian Orthodox Church as its 14th member church, giving the Orthodox Church, which claims to have 50 million members in the official atheist Soviet Union.

The admission, together with those of the Polish, Bulgarian and Rumanian Churches, gives the Orthodox Church a substantial majority in voting power inside the ecumenical movement.

Of 149 member churches, 127 were in favour of the Russian application. Three churches voted against the Russian move to end the U.S.A.R.

Clearly, this could not have been to Nehru's liking. Besides the personal aspect of the affair, the Indian Prime Minister made it clear more than once that he stood for a quiet kind of diplomacy and did not like the fanfare and pomp accompanying conferences such as the recent "summit" in Belgrade.



Mustard
The only genuine mustard made solely from selected mustard seeds.
Available in two flavours: 'Mild' and 'Strong'.
A Blue Band Talmia Product.

The Weather

Forecast: Partly cloudy, and occasional rain, mainly in the north and center of the country.

Weather Synopsis: A low over Cyprus is causing unstable conditions over our region.

	0	6	12	18
Max. Canaan	10-15	15-20	18-23	18-23
Nazareth	10-15	15-20	18-23	18-23
Tiberias	10-15	15-20	18-23	18-23
Haifa Port	10-15	15-20	18-23	18-23
T.A. Kirya	10-15	15-20	18-23	18-23
T.A. Port	10-15	15-20	18-23	18-23
Lydda Airp.	10-15	15-20	18-23	18-23
Jerusalem	10-15	15-20	18-23	18-23
Beer Sheva	10-15	15-20	18-23	18-23
Eilat	10-15	15-20	18-23	18-23

A) Humidity at 5 p.m. 80 %
Today's temperature forecast.

ARRIVALS

Mrs. Emma Talmi, M.K., from France, where she was a member of the Knesset delegation, arrived yesterday at the National Assembly (by E.A.).

Mr. David Landor, Director of the Government Press Office, arrived yesterday at the U.S. and Canada Department and the Foreign Office (by E.A.).

Mr. David Landor, Director of the Government Press Office, arrived yesterday at the U.S. and Canada Department and the Foreign Office (by E.A.).

Mr. David Landor, Director of the Government Press Office, arrived yesterday at the U.S. and Canada Department and the Foreign Office (by E.A.).

DEPARTURES

Mrs. Marchioness of Reading, arriving yesterday at the National Assembly (by E.A.).

Mr. David Landor, Director of the Government Press Office, arrived yesterday at the U.S. and Canada Department and the Foreign Office (by E.A.).

Mr. David Landor, Director of the Government Press Office, arrived yesterday at the U.S. and Canada Department and the Foreign Office (by E.A.).

Mr. David Landor, Director of the Government Press Office, arrived yesterday at the U.S. and Canada Department and the Foreign Office (by E.A.).

El Al Sets New Zurich-Lydda Record

TEL AVIV. — An El Al Boeing jet on Sunday flew the regular Zurich-Lydda run in three hours 15 minutes, beating the world record for that stretch that El Al had previously set in three hours 30 minutes.

Indian Farm Delegation Here

LYDDA AIRPORT. Four Indian farm delegation arrived by BOAC yesterday for a four-day study tour of agricultural settlements in Israel.

NEW ISRAEL LABOUR ADVISOR TO GHANA

TEL AVIV. — Mr. Benny Kaminker is leaving today for Ghana, to advise on trade union problems in that country, on behalf of the Histadrut.

Toy Fund Over 6,000 Mark

Toy Fund pins are a great success this year. Dosh's Bar Mitzvah character is delighting the children, and a loss of a pin is a major tragedy. A plaintive letter from Yehuda Adar of Lydda, was quickly answered with two replacements when he sadly explained that his 6-year-old had lost his pin at school.

Nathan Cohen Named Justice Spokesman

Mr. Nathan Cohen, a program editor at Radio Israel, has been named Director of the Justice Ministry's Office and Ministry spokesman. Mr. Cohen is a law graduate.

Negev Council Head Resigns In Dispute Over Financial Allocations

Jerusalem Post Staff. Mr. Zvi Keshe, Chairman of the Negev Regional Council, in the northern Negev, resigned his post last week following differences of opinion with Council members over high expenditure for educational and cultural activities among immigrant settlers in the area.

Haifa Film Club

OPENING TODAY. November 25, 1963, at James A. de Rothschild House, Haifa.

WANTED Experienced Bookkeeper

for an established firm in Jerusalem. Thorough knowledge of Hebrew and working knowledge of English essential. Applications in own handwriting must give past experience in detail and general curriculum vitae, and should be sent to No. 47805, P.O.B. 81, Jerusalem.

KNESSET PASSES 1st READING OF SERVICE TAX LAW

Jerusalem Post Knesset Reporter. By a vote of 48-37, the Knesset yesterday passed the first reading of the Amendment to the Purchase Tax Law. The bill authorizes the Government to levy a purchase tax on services, and it extends the commodities which are subject to purchase tax.

Welfare Minister Defends Ajami Case

Jerusalem Post Knesset Reporter. The interests of the child were the only reason that led the Ministry of Social Welfare to request the courts to place the child of Yaffa Ajami and Abdul Rahim Majdalah under the Ministry's supervision, the Minister, Dr. Yosef Burg, told the Knesset yesterday. He was replying to a question by Mr. Frigja Zueres (National Religious).

Tense Relations

Aside from the tense relations between the child's parents and their families, which once erupted in violence and necessitated police intervention, the relations between the parents themselves were most unattractive. Dr. Burg claimed, Yaffa also had no legal rights to the flat in which she was living with Abdul, to whom she was not married, so that it was possible that one day she and the child would find themselves on the street.

Crutches Exempt

Obviously, the Treasury had no intention of putting a tax on crutches or on other aids to mobility. As for foodstuffs, there was no reason why they should be automatically exempt; some foods were undoubtedly luxuries. But if all that was that some foods were too expensive, there was no reason why some restrictive phrases could not be added to the list of exempt items.

Indian Farm Delegation Here

LYDDA AIRPORT. Four Indian farm delegation arrived by BOAC yesterday for a four-day study tour of agricultural settlements in Israel.

NEW ISRAEL LABOUR ADVISOR TO GHANA

TEL AVIV. — Mr. Benny Kaminker is leaving today for Ghana, to advise on trade union problems in that country, on behalf of the Histadrut.

Toy Fund Over 6,000 Mark

Toy Fund pins are a great success this year. Dosh's Bar Mitzvah character is delighting the children, and a loss of a pin is a major tragedy. A plaintive letter from Yehuda Adar of Lydda, was quickly answered with two replacements when he sadly explained that his 6-year-old had lost his pin at school.

Nathan Cohen Named Justice Spokesman

Mr. Nathan Cohen, a program editor at Radio Israel, has been named Director of the Justice Ministry's Office and Ministry spokesman. Mr. Cohen is a law graduate.

Negev Council Head Resigns In Dispute Over Financial Allocations

Jerusalem Post Staff. Mr. Zvi Keshe, Chairman of the Negev Regional Council, in the northern Negev, resigned his post last week following differences of opinion with Council members over high expenditure for educational and cultural activities among immigrant settlers in the area.

Haifa Film Club

OPENING TODAY. November 25, 1963, at James A. de Rothschild House, Haifa.

WANTED Experienced Bookkeeper

for an established firm in Jerusalem. Thorough knowledge of Hebrew and working knowledge of English essential. Applications in own handwriting must give past experience in detail and general curriculum vitae, and should be sent to No. 47805, P.O.B. 81, Jerusalem.

Norwegian P.M. Tours North

HAIFA. — The visiting Norwegian Prime Minister, Mr. Einar Gerhardsen and his family had a busy day yesterday touring the north, including the Jordan River project, the holy sites and moshav Nahal.

200 Protest Religious Coercion

Jerusalem Post Reporter. TEL AVIV. — Some 200 persons took part in a demonstration against religious coercion, held last night in Dizengoff Circle here. The demonstration was timed to coincide with the meeting of several religious groups in the Mann Auditorium who discussed ways and means to pass a Sabbath law.

BRITISH BOOK EXHIBITION OPENS

TEL AVIV. — An exhibition of British books was opened at Beit Hasefer in Rehov Hakiryat here yesterday by the Chairman of the British Publishers Association, Sir Stanley Unwin.

Tel Aviv Merchants In Hanukka Drive

Jerusalem Post Reporter. TEL AVIV. — "Operation Happy Hanukka" is being carried out by the city for the holiday season will be launched here next week by the Tel Aviv-Jaffa Municipality.

Nathan Cohen Named Justice Spokesman

Mr. Nathan Cohen, a program editor at Radio Israel, has been named Director of the Justice Ministry's Office and Ministry spokesman. Mr. Cohen is a law graduate.

Negev Council Head Resigns In Dispute Over Financial Allocations

Jerusalem Post Staff. Mr. Zvi Keshe, Chairman of the Negev Regional Council, in the northern Negev, resigned his post last week following differences of opinion with Council members over high expenditure for educational and cultural activities among immigrant settlers in the area.

Haifa Film Club

OPENING TODAY. November 25, 1963, at James A. de Rothschild House, Haifa.

WANTED Experienced Bookkeeper

for an established firm in Jerusalem. Thorough knowledge of Hebrew and working knowledge of English essential. Applications in own handwriting must give past experience in detail and general curriculum vitae, and should be sent to No. 47805, P.O.B. 81, Jerusalem.

Haifa Film Club

OPENING TODAY. November 25, 1963, at James A. de Rothschild House, Haifa.

WANTED Experienced Bookkeeper

for an established firm in Jerusalem. Thorough knowledge of Hebrew and working knowledge of English essential. Applications in own handwriting must give past experience in detail and general curriculum vitae, and should be sent to No. 47805, P.O.B. 81, Jerusalem.

Haifa Film Club

OPENING TODAY. November 25, 1963, at James A. de Rothschild House, Haifa.

WANTED Experienced Bookkeeper

for an established firm in Jerusalem. Thorough knowledge of Hebrew and working knowledge of English essential. Applications in own handwriting must give past experience in detail and general curriculum vitae, and should be sent to No. 47805, P.O.B. 81, Jerusalem.

Sabbath Observance Group To Move Against Haifa Transport

Jerusalem Post Reporter. TEL AVIV. — Organized Orthodox will take immediate steps to put a stop to public Sabbath transport in Haifa and try to reduce the number of Sabbath work permits issued to industry.

200 Protest Religious Coercion

Jerusalem Post Reporter. TEL AVIV. — Some 200 persons took part in a demonstration against religious coercion, held last night in Dizengoff Circle here. The demonstration was timed to coincide with the meeting of several religious groups in the Mann Auditorium who discussed ways and means to pass a Sabbath law.

BRITISH BOOK EXHIBITION OPENS

TEL AVIV. — An exhibition of British books was opened at Beit Hasefer in Rehov Hakiryat here yesterday by the Chairman of the British Publishers Association, Sir Stanley Unwin.

Tel Aviv Merchants In Hanukka Drive

Jerusalem Post Reporter. TEL AVIV. — "Operation Happy Hanukka" is being carried out by the city for the holiday season will be launched here next week by the Tel Aviv-Jaffa Municipality.

Nathan Cohen Named Justice Spokesman

Mr. Nathan Cohen, a program editor at Radio Israel, has been named Director of the Justice Ministry's Office and Ministry spokesman. Mr. Cohen is a law graduate.

Negev Council Head Resigns In Dispute Over Financial Allocations

Jerusalem Post Staff. Mr. Zvi Keshe, Chairman of the Negev Regional Council, in the northern Negev, resigned his post last week following differences of opinion with Council members over high expenditure for educational and cultural activities among immigrant settlers in the area.

Haifa Film Club

OPENING TODAY. November 25, 1963, at James A. de Rothschild House, Haifa.

WANTED Experienced Bookkeeper

for an established firm in Jerusalem. Thorough knowledge of Hebrew and working knowledge of English essential. Applications in own handwriting must give past experience in detail and general curriculum vitae, and should be sent to No. 47805, P.O.B. 81, Jerusalem.

Haifa Film Club

OPENING TODAY. November 25, 1963, at James A. de Rothschild House, Haifa.

WANTED Experienced Bookkeeper

for an established firm in Jerusalem. Thorough knowledge of Hebrew and working knowledge of English essential. Applications in own handwriting must give past experience in detail and general curriculum vitae, and should be sent to No. 47805, P.O.B. 81, Jerusalem.

Haifa Film Club

OPENING TODAY. November 25, 1963, at James A. de Rothschild House, Haifa.

WANTED Experienced Bookkeeper

for an established firm in Jerusalem. Thorough knowledge of Hebrew and working knowledge of English essential. Applications in own handwriting must give past experience in detail and general curriculum vitae, and should be sent to No. 47805, P.O.B. 81, Jerusalem.

Long Diamond Lock-out Seen

TEL AVIV. — The diamond industry closure may be expected to be prolonged. This emerges from statements issued yesterday by the heads of the Histadrut and the diamond-plant owners.

200 Protest Religious Coercion

Jerusalem Post Reporter. TEL AVIV. — Some 200 persons took part in a demonstration against religious coercion, held last night in Dizengoff Circle here. The demonstration was timed to coincide with the meeting of several religious groups in the Mann Auditorium who discussed ways and means to pass a Sabbath law.

BRITISH BOOK EXHIBITION OPENS

TEL AVIV. — An exhibition of British books was opened at Beit Hasefer in Rehov Hakiryat here yesterday by the Chairman of the British Publishers Association, Sir Stanley Unwin.

Tel Aviv Merchants In Hanukka Drive

Jerusalem Post Reporter. TEL AVIV. — "Operation Happy Hanukka" is being carried out by the city for the holiday season will be launched here next week by the Tel Aviv-Jaffa Municipality.

Nathan Cohen Named Justice Spokesman

Mr. Nathan Cohen, a program editor at Radio Israel, has been named Director of the Justice Ministry's Office and Ministry spokesman. Mr. Cohen is a law graduate.

Negev Council Head Resigns In Dispute Over Financial Allocations

Jerusalem Post Staff. Mr. Zvi Keshe, Chairman of the Negev Regional Council, in the northern Negev, resigned his post last week following differences of opinion with Council members over high expenditure for educational and cultural activities among immigrant settlers in the area.

Haifa Film Club

OPENING TODAY. November 25, 1963, at James A. de Rothschild House, Haifa.

WANTED Experienced Bookkeeper

for an established firm in Jerusalem. Thorough knowledge of Hebrew and working knowledge of English essential. Applications in own handwriting must give past experience in detail and general curriculum vitae, and should be sent to No. 47805, P.O.B. 81, Jerusalem.

Haifa Film Club

OPENING TODAY. November 25, 1963, at James A. de Rothschild House, Haifa.

WANTED Experienced Bookkeeper

for an established firm in Jerusalem. Thorough knowledge of Hebrew and working knowledge of English essential. Applications in own handwriting must give past experience in detail and general curriculum vitae, and should be sent to No. 47805, P.O.B. 81, Jerusalem.

Haifa Film Club

OPENING TODAY. November 25, 1963, at James A. de Rothschild House, Haifa.

WANTED Experienced Bookkeeper

for an established firm in Jerusalem. Thorough knowledge of Hebrew and working knowledge of English essential. Applications in own handwriting must give past experience in detail and general curriculum vitae, and should be sent to No. 47805, P.O.B. 81, Jerusalem.

Gov't to Ensure Stable Shoe Prices: Treasury Spokesman

Jerusalem Post Economic Reporter. The Government will take steps to ensure that the price of shoes does not rise in the wake of a change in the system of taxing footwear, the Treasury spokesman said yesterday.

200 Protest Religious Coercion

Jerusalem Post Reporter. TEL AVIV. — Some 200 persons took part in a demonstration against religious coercion, held last night in Dizengoff Circle here. The demonstration was timed to coincide with the meeting of several religious groups in the Mann Auditorium who discussed ways and means to pass a Sabbath law.

BRITISH BOOK EXHIBITION OPENS

TEL AVIV. — An exhibition of British books was opened at Beit Hasefer in Rehov Hakiryat here yesterday by the Chairman of the British Publishers Association, Sir Stanley Unwin.

Tel Aviv Merchants In Hanukka Drive

Jerusalem Post Reporter. TEL AVIV. — "Operation Happy Hanukka" is being carried out by the city for the holiday season will be launched here next week by the Tel Aviv-Jaffa Municipality.

Nathan Cohen Named Justice Spokesman

Mr. Nathan Cohen, a program editor at Radio Israel, has been named Director of the Justice Ministry's Office and Ministry spokesman. Mr. Cohen is a law graduate.

Negev Council Head Resigns In Dispute Over Financial Allocations

Jerusalem Post Staff. Mr. Zvi Keshe, Chairman of the Negev Regional Council, in the northern Negev, resigned his post last week following differences of opinion with Council members over high expenditure for educational and cultural activities among immigrant settlers in the area.

Haifa Film Club

OPENING TODAY. November 25, 1963, at James A. de Rothschild House, Haifa.

WANTED Experienced Bookkeeper

for an established firm in Jerusalem. Thorough knowledge of Hebrew and working knowledge of English essential. Applications in own handwriting must give past experience in detail and general curriculum vitae, and should be sent to No. 47805, P.O.B. 81, Jerusalem.

Haifa Film Club

OPENING TODAY. November 25, 1963, at James A. de Rothschild House, Haifa.

WANTED Experienced Bookkeeper

for an established firm in Jerusalem. Thorough knowledge of Hebrew and working knowledge of English essential. Applications in own handwriting must give past experience in detail and general curriculum vitae, and should be sent to No. 47805, P.O.B. 81, Jerusalem.

Haifa Film Club

OPENING TODAY. November 25, 1963, at James A. de Rothschild House, Haifa.

WANTED Experienced Bookkeeper

for an established firm in Jerusalem. Thorough knowledge of Hebrew and working knowledge of English essential. Applications in own handwriting must give past experience in detail and general curriculum vitae, and should be sent to No. 47805, P.O.B. 81, Jerusalem.

Haifa Film Club

OPENING TODAY. November 25, 1963, at James A. de Rothschild House, Haifa.

Putting the Squeeze on S. Africa

African Delegations at U.N. Satisfied with Vote

By CYRIL DUNN
NEW YORK (APNS).—ALTHOUGH the African States in the United Nations have won no more than the first phase of their battle against the South African Government and have little hope of total victory before this session ends, the exiled black leaders who are here from South Africa are anything but dismayed. They concede that sanctions against South Africa and her expulsion from the United Nations are not likely to be recommended by this General Assembly, though the African States have fought hard to persuade the member states. But the South African natives who have sat in the U.N. building and followed the whole debate, and have worked for the cause in the delegates' lounge, are convinced that measures as drastic as these cannot be much longer postponed.

So far the African States have won a formal majority for drastic punitive action. In the Special Political Committee which prepared resolutions for consideration by the General Assembly, the vote has gone in their favour on sanctions and on possible expulsion. Aided by the Russians, they have also got a vote for denying arms and war materials to South Africa. Led by Pakistan, they pushed through an amendment, which would stop all petroleum exports to South Africa—an oblique but highly effective way of bringing the South African economy to a halt.

But in each case the voting arithmetic has not been good enough to guarantee effective approval of these starting plans by the General Assembly. In each case the "noes" and the abstentions have been enough jointly to outbalance the "yays," which virtually rules out the two-thirds majority needed for success.

What has gone through the Special Political Committee...

mittee with a highly favourable wind in the Indian resolution. This asks the General Assembly to urge all member-states to take separate and collective action as is open to them under the Charter to make South Africa change her race policy.

Ethiopian Dagger
Africans speak slightly of this gambit, since the States may respond to its exhortation simply by writing "a pained letter" to Pretoria. But at the last minute the Indian resolution had a small Ethiopian dagger slipped into its hand.

The amendment by Ethiopia invited the Security Council to look at the South African situation as one likely to endanger world peace. This got through with a clear majority, even when abstentions are counted as hearing sign of the times.

The Indians phrased their resolution as they did because they thought it important not to lose a single vote against South Africa, said Mr. Tambo. "But I think it far more important to get sharper resolutions through. They show a developing and hardening mood in the member States. There may be no sanctions this year. South Africa may not be expelled

from the United Nations. But it is now no longer possible to believe that measures such as these are very far off."

Mr. Vutsumi Make, representing the Pan-Africanist Congress, thinks the committee voting marked a great step forward. "The day of simple condemnation has gone for ever," he said. "The voting showed that countries are beginning to accept our thesis, that world criticism is not enough, and that firm action must be taken. More nations have voted for us this year than last. Almost all delegations want action. They differ only about its form."

Things to Come
Mr. Tambo thinks it highly important that a U.N. committee have voted for a resolution which virtually invites the expulsion of a member state. He also sees it as a portent of things to come that the General Assembly is now virtually obliged to confirm a resolution which must bring the South African problem before the Security Council. He believes that getting proposals for punitive action through a committee, even by a simple and inadequate majority, is a worthwhile end in itself and a beginning sign of the times.

The Indians phrased their resolution as they did because they thought it important not to lose a single vote against South Africa, said Mr. Tambo. "But I think it far more important to get sharper resolutions through. They show a developing and hardening mood in the member States. There may be no sanctions this year. South Africa may not be expelled

from the United Nations. But it is now no longer possible to believe that measures such as these are very far off."

Mr. Vutsumi Make, representing the Pan-Africanist Congress, thinks the committee voting marked a great step forward. "The day of simple condemnation has gone for ever," he said. "The voting showed that countries are beginning to accept our thesis, that world criticism is not enough, and that firm action must be taken. More nations have voted for us this year than last. Almost all delegations want action. They differ only about its form."

Things to Come
Mr. Tambo thinks it highly important that a U.N. committee have voted for a resolution which virtually invites the expulsion of a member state. He also sees it as a portent of things to come that the General Assembly is now virtually obliged to confirm a resolution which must bring the South African problem before the Security Council. He believes that getting proposals for punitive action through a committee, even by a simple and inadequate majority, is a worthwhile end in itself and a beginning sign of the times.

The Indians phrased their resolution as they did because they thought it important not to lose a single vote against South Africa, said Mr. Tambo. "But I think it far more important to get sharper resolutions through. They show a developing and hardening mood in the member States. There may be no sanctions this year. South Africa may not be expelled



Dr. Nassar: — Welcome dear friends! It so happens I'm ill myself as well.

By arrangement with "Ma'ari"

THE TREE AND THE BARROW

Ministry of Agriculture Controls Fruit-Growing at Source

By YA'ACOV ARDON

IS there enough fruit in Israel to meet the demand? Are the prices right and within reach of all? Or should the supply of some of the more expensive kinds, like apples, pears, peaches, be increased to bring prices down?

The Agriculture Ministry and the consumers have different answers to these questions. The Ministry thinks that fruit cultivation should be controlled to prevent the supply situation from getting out of hand and to guarantee fruit growers—among them dozens of immigrant villages in the hills—a fair profit. Only of some types of fruit, mainly subtropical, should more be grown.

To housewives, of course, it is simply a matter of price. Grow more fruit, lower prices, and they will buy everything up and kind-sellers and growers all will be happy.

countries. Israel's most like-would eat even more fruit if retail prices were not so high. Compared with Europe, our apples, pears, apricots and several other kinds of fruit are expensive and in and out of season. Even at IL1.50 a kilo, apples are for most people more of a luxury item than a staple fruit.

But it is also true that gluts have occurred in grapes, guavas, and one or two other fruits, just as there was one in tomatoes. Kibbutz Lohamey Hageta'ot in Western Galilee was offered 16 agorot for its grapes this year. The grapes were left for rot in the vineyards. In two years we shall have an apple crop of 45,000 tons from a total of some 90,000 dunams.

Supplies have grown year by year. Prices have fallen steadily. But demand has also gone up sharply, even before the recent year's population increase. And Israel has become one of the world's leading fruit-eating

ed, wrapped, and marketed. And most important, the average income of the American consumer is much higher than here and he can absorb the higher marketing costs much better than the Israeli worker can.

Under these conditions the Agriculture Ministry has come out with that rusty old weapon: control. Last year, by administrative order, it in effect banned the planting of deciduous fruit in commercial orchards by requiring growers to obtain a planting permit. This year, it tightened control by requiring such a permit for non-commercial plantings. If you have a garden of half a dunam or so behind your house and want to grow a dozen fruit trees for your family, you have to apply to the Ministry's "fruit tree commissar." And he will tell you: No!

The Ministry argues that it must maintain some balance between supply and demand to keep some kind of price stability, and that the mountain villages whose settlers, mostly recent arrivals, derive their precarious livelihood from pomology. Any drop in their income would reduce them to subsistence level or lower.

Israel Labour Force Declining

By DAVID KRIVINE

THE proportion of Israel's population in the labour force is larger than was formerly believed, according to Mr. Avner Hovne, Head of the Labour Ministry's Research Division.

The mistaken impression was due to an error in comparison made when the first Civilian Labour Force Survey was published in 1948. That survey reported a sharp drop in the labour force from 44.3 per cent of the total population in 1948 to 37.5 per cent, because it failed to take into account that the 1948 figure included civilians on military service.

Statistics published by Mr. Hovne in his book "The Labour Force in Israel" show that the total "active population" (including an estimate for the military) in 1948 was 32 per cent. This is higher than the portions in the developing countries listed as well as in Canada and Norway. Zealand, although still below that in most of the European countries, where it varies from 42 to 49 per cent.

The reason is that Israel suffers from the worst of the developing and the developed worlds, Israel, like the other developing countries, has a higher fraction of children under 15; but, like the developed countries, a smaller fraction of them are at work—more are at school. In the European countries, listed children comprise 22-30 per cent of the population; in Israel (in Cuba and Jamaica) they comprise 36 per cent.

But if the term "labour force" is considered a function only of the over-15 population, the percentage in Israel "is almost identical (60 per cent) to the percentage in the population of all countries of North, West and Central Europe combined, and is much higher than the percentage (53) for the combined countries of North America."

Decline Expected
But Mr. Hovne's study predicts a steady decline in Israel's percentage over the next decade. Leaving out 1948, when an exceptionally large portion of the population was on military service, the highest percentage of the population ever had on its labour force was 26.8 in 1951. After that the figure declined evenly by about .67 per cent a year to 24.7 per cent in 1959. Mr. Hovne expects this downward tendency to continue and reach 20.9 per cent by 1970. The cause is a rise in the portion of over-65's and of women in the population—including a higher portion among the women immigrants from Asian and African countries.

The level of education has played an important part in determining the rate of unemployment during the last decade. In 1954 as many as 40 per cent of the males above 15 had not finished primary school (the percentage of the post-1948 immigrants was 53). Whereas a third of the veteran residents had completed secondary school, only about 16 per cent of the new immigrants had done so.

This contrast is reflected in the labour force statistics. Eighty-seven per cent of those aged over 30 who had completed secondary school were in the labour force, whereas only 45 per cent of those who had no schooling at all were in employment or even looking for work.

Looking back to the longer past the study shows that since 1931 the average age of the Jewish population has been dropping. The percentage of the population aged 15-19 has dropped from 32 to 22 per cent of the population, whereas the 45-65 range went up from 11 to 19. This still leaves the "average" age lower than that of the Jewish population as a whole, but the percentage of those born in Africa or Asia went up from 11 to 28 per cent.

Educational Level
The level of education has played an important part in determining the rate of unemployment during the last decade. In 1954 as many as 40 per cent of the males above 15 had not finished primary school (the percentage of the post-1948 immigrants was 53). Whereas a third of the veteran residents had completed secondary school, only about 16 per cent of the new immigrants had done so.

This contrast is reflected in the labour force statistics. Eighty-seven per cent of those aged over 30 who had completed secondary school were in the labour force, whereas only 45 per cent of those who had no schooling at all were in employment or even looking for work.

The portion of Jews seeking work in June 1954 was a period of high unemployment varied from 12.9 per cent of males with no schooling and 7.8 per cent of those who had completed secondary school to only 4.5 per cent of those who had completed secondary school.

Three years ago these nurseries over 80 throughout the country—had to burn 150,000 deciduous fruit saplings and 240,000 young vines for which they found no buyers. Consequently they decided to cut their output. But the ban on new plantings will now either put them out of business or drastically reduce their scope. Much of their skill and experience will go to waste. At the same time, a black market not subject to any quality control will develop. No man determined to plant fruit trees will be stopped by regulations, and the Ministry has no legal weapons to prosecute him.

The issue is one of economic principle, policy and method, and too important to be left to be decided by vested interests alone. Israel is a fruit-growing country par excellence. As most of the country will have to live on industry and on exports, not on farming, the price of the fruit-basket is one that concerns us all. As long as apples cost upward of IL2 per kilo at the grocer's, it is plain that there are not enough of them.

Tree Nurseries
The Ministry's experts have realized that it would be almost impossible to police all the country's orchards for illegal trees as it is to stop them from laying eggs. So they decided to impose the control at the source of supply: the tree nurseries specializing in deciduous fruit.

Three years ago these nurseries over 80 throughout the country—had to burn 150,000 deciduous fruit saplings and 240,000 young vines for which they found no buyers. Consequently they decided to cut their output. But the ban on new plantings will now either put them out of business or drastically reduce their scope. Much of their skill and experience will go to waste. At the same time, a black market not subject to any quality control will develop. No man determined to plant fruit trees will be stopped by regulations, and the Ministry has no legal weapons to prosecute him.

MARGINAL COMMENT

What Sort of Freedom?

By Nissim Rejman

THERE are indications that the idea is at last dawning on some Arab nationalist intellectuals and men of letters that without a certain measure of freedom of expression, literature and other cultural activities cannot survive, let alone bloom or prosper. There is, in fact, a slowly growing realization that whatever the value of the immediate political gains achieved by the military dictatorship at present in power in most parts of the Arab world, these regimes have had the side-effect of stifling literature and culture, thus turning an era of political nationalist revival into one of intellectual decline.

The classic example of this decline is Egypt herself. Though credited with almost every glorious Arab victory during the past six years, it is generally admitted that Cairo, once the unrivalled centre of Arabic thought and culture, has been gradually surrendering that status to Beirut, whose modern Government can claim no spectacular successes whatever in the sphere of international or internal Arab politics. It was some time ago that Dr. Taha Hussein, who used to be called the Dean of Arabic Letters, admitted that the cultural centre of gravity had shifted to Beirut.

THE realization did not come all at once—and is by no means universal. At first, faced with this steep literary decline, enthusiastic "new critics" like Muhammad Mandour, Shawqi Daif and Muhiyiddin Muhammad decried the death of "a literature of revolution" that would seek its subject-matter and its inspiration in the life of post-revolutionary Egypt. Then these critics started to seek reasons for the decline in the fact that these things take time and that, in the words of Muhiyiddin Muhammad, "the great literature or immortal poetry can be expected 'as long as the air it stuffs with the smoke of hatred, repression, poverty and restrictiveness.'" ("Al-Adab," Beirut, January, 1960).

In the end it took a Lebanese—himself a staunch supporter of Cairo's policies—to find the cause in the absence of freedom of expression. Writing in the same issue of "Al-Adab," which he edits, and publishes, Dr. Suhail Idris maintains that it is futile to advocate a revolutionary literature, "because we do not believe in 'committing' but in 'commitment,' a commitment springing from the writer's own spontaneity."

"YET this," Idris goes on, "does not absolve us from pointing out that the gravest problem confronting modern Arabic literature, in its present revolutionary phase, is that of freedom of thought. The writer, since he is called upon, by the nature of the age in which

he is living, to participate in demolishing old concepts and replacing them by revolutionary ones, cannot possibly fulfil his mission if he is not granted a sufficient measure of intellectual freedom, that freedom which we would not be unjustified in saying is absent in most of the Arab countries." It is only when this freedom is granted, Idris concludes, that modern Arabic literature will be able to fulfil its mission.

ALL this sounds convincing enough. But when one delves a little deeper in the writing of these revolutionary intellectuals one immediately finds out how limited and how restricted is the freedom which they advocate. The behaviour of Muhiyiddin Muhammad himself provides an instructive illustration of this point. In his article quoted above, entitled "A Revolt Against Modern Arab Thought," he demands:

Let us open the doors for ideas to strive, collide, fight, and annihilate each other! It is only thus that we can find out which of them could survive in face of logic, criticism and traditionism. Freedom of belief and freedom of expression are inseparable parts of life in the modern age, and without them literature can never grow and progress... Authority is an expression of the will of the people; it is not illegitimate pressure over that will. Let us always remember this and fight injustice, repression and dictatorship, in order to establish a civilization which the East has been dreaming of for hundreds of generations—i.e., the democratic civilization...

THIS rather spirited plea for freedom was written toward the end of 1959. Since then, Muhiyiddin Muhammad wrote dozens of monthly letters from Cairo as "Al-Adab's" correspondent there, and in almost every one of his reports he invariably found cause for deploring the behaviour and pronouncements of certain Egyptian intellectuals and characters standing in the way of the so-called "revolutionary upsurge." More than once he urged the authorities to mete out suitable punishments to these "reactionaries." In his latest report, for instance, he attacks a whole assortment of people whom he calls "spreaders of poison and haters of this great Socialist revolution which is trying to achieve goodness, justice and freedom," and promises his readers that they will be destroyed ("Al-Adab," October 1961).

The freedom which Muhiyiddin Muhammad and the other young Arab intellectuals advocate is a very limited kind of freedom: all people, they seem to say, should be free, but some should be more free than others. Tel Aviv, November 21

Readers' Letters

AFRICAN TRIBUTE
Editor, The Jerusalem Post
Sir, — I and my colleagues, Mr. Jumanne Abdallah, Secretary of the TANU Youth League in Dar-es-Salaam, wish to extend our grateful thanks to the Israel Government for the nine days we spent here at their invitation.

Apart from visiting various places such as kibbutzim, moshavim, the army, etc., we went to Nazareth and other historical places which we heard of in the Bible; nobody dreamt of seeing such places but through the friendship of Israel and Tanganyika we have some of us witnessed the history. I congratulate all Israel women on their efforts of working shoulder to shoulder with men, especially in the interests of defending Israel, just in case. In our country, Tanganyika women played a great part in fighting for freedom, which we are getting on December 9, 1961.

I want to pay my tribute to all leaders of the Israel Government under the leadership of Ben-Gurion (he refused to be addressed Mister) just as our Prime Minister, Mr. Julius Nyerere refused to be praised because of bringing freedom to Tanganyika. He will always say people must be praised for uniting themselves and bringing their freedom. Now Ben-Gurion, a great Israel leader second to Moses, once said three separate words and constructed them into a statement. He says: "Strength, Dignity and Destiny." He continued: "A nation must discover in itself its strength and dignity if it is to achieve its true destiny."

These words of Ben-Gurion, who addressed international conferences with open shirt. These words were simple in speaking but the people of Israel did not fail Ben-Gurion; they chewed the words until they got something to swallow without hurting their throat. And that is the democratic freedom of Israel and her people even those who are still out of Israel. I see the vision that one day they will find themselves in the new fourth city of Israel which will be Beersheba in the Holy Land, strong, dignified, solving the problems of human freedom

and peace. Peace not for Israel alone but throughout the world.

FOOD TESTING
Editor, The Jerusalem Post
Sir, — We wish to point out an error in Mr. Philip Gillon's otherwise excellent triple interview on business ethics in your issue of October 6.

It is the Food Industries Advisory Service, which has borne the main burden of the work in planning, coordinating and generally making a success of the recent examination of jams, syrups and squashes.

Your readers may be interested to know that the organizations, Government departments and institutions which participated were: The Ministry of Commerce and Industry; Food Industries Advisory Service; Standards Institution of Israel; National and University Institute of Agriculture, Rehovot; Manufacturers Association (of the Consumer); Division of Education of the Consumers' Cooperative Union; Israel Consumers Association. Regular examinations of food preservatives and tinned foods are being planned.

PEN FRIENDS
MR. JOSEPH FOX, his wife and 12-year-old son, of 399 Federal Drive, Dayton, Ohio, U.S.A., are all interested in corresponding with Israelis. Mr. Fox is a member of the B'nai B'rith, U.S.A. is eager to have many pen friends in Israel. He has a camera and has taken many pictures of Israel and she is interested in exchanging reading, painting and music.

Position Vacant in Labour Exchange
TENDER No. 13/61
Grade 6 of Administrative Scale
Placing Clerk for Bedouins — Beersheba
QUALIFICATIONS:
Post-elementary education; familiarity with employment matters; negotiating ability; oral and written fluency of expression; the candidate should be well acquainted with the problems of minorities in Israel and particularly the way of life of the Bedouins.
Thorough knowledge of Arabic and Hebrew essential; the candidate should reside in Beersheba.
Persons interested in the above position should fill out, in duplicate, Application for Vacant Positions forms (sheet 1061) enclosing IL3, to the Main Office, Personnel Section, 2 Rehov Mikveh Israel, Tel Aviv, by November 30, 1961.

FOR SALE
3 1/2-4 ROOM FLATS
SPECIAL LUXURY IN TEL AVIV'S FINEST DISTRICTS
● only 8 flats in each house.
● private house-phones, lift,
● central heating, parking space.
Mortgages up to IL20,000 at 8% interest rates.
BARSHKEV
BUILDING AND CONSTRUCTION LTD.
128 Rehov Ibn Gvirol, Tel Aviv, (near Kastel), 8-12, 4-7.

Israel Housing and Development Ltd.
OFFERS
LUXURIOUS AUDITORIUM FOR SALE
at the New Commercial Centre in Shechunat Jessie Cohen, Holon
The auditorium, with an area of 77.50 sq.m., is suitable for a bank, office, shop, for exhibitions etc.
Particulars at the Company's offices, Beit Amidar, 10 Rehov Ibn Gvirol, Tel Aviv, Tel. 23135

AFRICAN TRIBUTE
Editor, The Jerusalem Post
Sir, — I and my colleagues, Mr. Jumanne Abdallah, Secretary of the TANU Youth League in Dar-es-Salaam, wish to extend our grateful thanks to the Israel Government for the nine days we spent here at their invitation.

Apart from visiting various places such as kibbutzim, moshavim, the army, etc., we went to Nazareth and other historical places which we heard of in the Bible; nobody dreamt of seeing such places but through the friendship of Israel and Tanganyika we have some of us witnessed the history. I congratulate all Israel women on their efforts of working shoulder to shoulder with men, especially in the interests of defending Israel, just in case. In our country, Tanganyika women played a great part in fighting for freedom, which we are getting on December 9, 1961.

I want to pay my tribute to all leaders of the Israel Government under the leadership of Ben-Gurion (he refused to be addressed Mister) just as our Prime Minister, Mr. Julius Nyerere refused to be praised because of bringing freedom to Tanganyika. He will always say people must be praised for uniting themselves and bringing their freedom. Now Ben-Gurion, a great Israel leader second to Moses, once said three separate words and constructed them into a statement. He says: "Strength, Dignity and Destiny." He continued: "A nation must discover in itself its strength and dignity if it is to achieve its true destiny."

These words of Ben-Gurion, who addressed international conferences with open shirt. These words were simple in speaking but the people of Israel did not fail Ben-Gurion; they chewed the words until they got something to swallow without hurting their throat. And that is the democratic freedom of Israel and her people even those who are still out of Israel. I see the vision that one day they will find themselves in the new fourth city of Israel which will be Beersheba in the Holy Land, strong, dignified, solving the problems of human freedom

Position Vacant in Labour Exchange
TENDER No. 13/61
Grade 6 of Administrative Scale
Placing Clerk for Bedouins — Beersheba
QUALIFICATIONS:
Post-elementary education; familiarity with employment matters; negotiating ability; oral and written fluency of expression; the candidate should be well acquainted with the problems of minorities in Israel and particularly the way of life of the Bedouins.
Thorough knowledge of Arabic and Hebrew essential; the candidate should reside in Beersheba.
Persons interested in the above position should fill out, in duplicate, Application for Vacant Positions forms (sheet 1061) enclosing IL3, to the Main Office, Personnel Section, 2 Rehov Mikveh Israel, Tel Aviv, by November 30, 1961.

FOR SALE
3 1/2-4 ROOM FLATS
SPECIAL LUXURY IN TEL AVIV'S FINEST DISTRICTS
● only 8 flats in each house.
● private house-phones, lift,
● central heating, parking space.
Mortgages up to IL20,000 at 8% interest rates.
BARSHKEV
BUILDING AND CONSTRUCTION LTD.
128 Rehov Ibn Gvirol, Tel Aviv, (near Kastel), 8-12, 4-7.

Israel Housing and Development Ltd.
OFFERS
LUXURIOUS AUDITORIUM FOR SALE
at the New Commercial Centre in Shechunat Jessie Cohen, Holon
The auditorium, with an area of 77.50 sq.m., is suitable for a bank, office, shop, for exhibitions etc.
Particulars at the Company's offices, Beit Amidar, 10 Rehov Ibn Gvirol, Tel Aviv, Tel. 23135

Won IL 10,000



Mr. Avraham Dayan of 8 Rehov Yarden, Tel Aviv, won IL10,000 in Mifal Hapaisy 45/61 Drawing. The number of the ticket was 150588

SCIENTIFIC INSTITUTE IN BEERSHEBA
REQUIRES
SENIOR MECHANICAL ENGINEER
for Research Work.
Experience in hydraulic systems & knowledge of electrical installations desirable.
Apply: P.O.B. 78, Beersheba.

Ministry of Labour

The Institute for Training and Advancement of Instructors, Foremen and Technicians
TEL AVIV FOREMEN'S SCHOOL

NOTICE OF BEGINNING OF STUDIES
● COURSE: Metal Work Foremen — 1st Term (to begin November 27, Monday, November 27, 1961).
● COURSE: Metal Work Foremen — 1st Term (to begin November 27, Monday, November 27, 1961).
● COURSE: Garage Foremen, Monday, November 27, 1961.
● COURSE: Construction Work Foremen, beginning of December.

The courses for Metal Work Foremen (to begin November 27, Monday, November 27, 1961), Garage Foremen and Construction Foremen (to begin November 27, Monday, November 27, 1961) will have a parallel class as a result of the large number of persons registering for these courses. Open to skilled workers who have not completed vocational school, and those who intend to continue their studies in the Instructors' School.

Persons interested in studying may register at the Institute's Office, 128 Rehov Mikveh Israel, Tel Aviv, daily during regular working hours, and on Monday from 6 p.m. to 7 p.m.

INSTRUCTORS' SCHOOL
Owing to the large number of applications for admission to the Instructors' School an additional class for Term Alet is being opened and further registration of students is declared.

Steimatzky's Bookshops
Jerusalem • Tel Aviv • Haifa

BRITISH BOOKS
presented at the
BRITISH COUNCIL EXHIBITION
Beit Hasofrim, Tel Aviv
are partly available at
or can be ordered through

Steimatzky's Bookshops
Jerusalem • Tel Aviv • Haifa



BRITISH BOOKS
presented at the
BRITISH COUNCIL EXHIBITION
Beit Hasofrim, Tel Aviv
are partly available at
or can be ordered through

A unique Hanukka Opportunity at reduced price:
A Giant Golden Book for everyone's Library
The classic tales of HOMER, the great Greek Poet
THE ODYSSEY
Hebrew translations by Anda Amir-Pinkerfeld.
65 illustrations • 96 Pages • Printed in Israel.
Available at IL6.90 (instead of IL9.90 formerly at all bookshops from now on and during Hanukka)
STRAITZKY'S AGENCY LTD.
Jerusalem • Tel Aviv • Haifa

SYNTHETIC for FASHION

Man-Made Fibres Keep Down Textile Prices

By HELGA DUDMAN

THREE fashion shows and three lectures — all competitive, yet all cooperative — were sponsored last week by Israeli Synthetic Yarn Manufacturers of Tel Aviv and its associated worsted mill, Adereth. Arranged as an all-day, first-of-its-kind seminar at the Sheraton Hotel for the benefit of local textile and apparel manufacturers as well as shop sales people, the fashions and information were presented by representatives of the British Nylon Spinners Ltd., U.K., Du Pont de Nemours, U.S.A., and Imperial Chemical Industries, Ltd., U.K. So the competitive aspects are obvious.

Why should manufacturers of Nylon, Orlon, and "Terylene" (in America, "Dacron") — the most commonly known synthetic fibers — be competitive, respectively, of these three companies, and which are in certain cases interchangeable as far as the consumer is concerned — wish to appear jointly in such a programme? Because at the moment there is much to be gained by a united front to explain the common achievements of chemistry in the face of a general lack of understanding. Few people in this country, consumers or manufacturers or retailers, are ready to appreciate the virtues of synthetic fibres as such.

Not that Israel housewives are ever likely to scold down over coffee for long chats about the relative merits of elasticity of acrylic fibres (Du Pont), fibres of the polyamide family (British Nylon) or the polyester family (I.C.I.). But knowledge is power — no less when it comes to ironing a skirt, saving money on a sweater, sewing a fabric that behaves in unaccustomed ways, or selling a shirt.

Also, "synthetic" is still something of a dirty word. It conjures up the opposite of the wholesome glory of natural fibres. (Frolicking lambs, glittering cotton fields, contented silkworms — though what man does to wool, for example, must surely strike sheep as most unnatural.) A more neutral term for synthetic fibres is "man-made", a more resplendent one, "miracle".

The representatives of all three giant chemical companies stressed that their fibres should be considered not as substitutes for nature's wool, cotton, silk or flax but as having unique qualities in their own right: unshrinkability, strength, ability to dry quickly, etc.

Mr. Ernest Wodak, General Manager of Isralyn, said: "You should know that... the Crystal-Mix Mixer is becoming the most essential appliance in the Israeli kitchen. The additional accessories which come to supplement it from time to time are making it a large, attractive and indispensable appliance, a mixer comparable to the best in the world. With this mixer you can make various fruit and vegetable juices, cakes, meringues, whipped cream, ice cream and various cocktails."

The mixer has recently acquired a new accessory — a dicer. With the dicer you can slice various vegetables, cut and grate all kinds of salads, potato chips and fruit to any desired size. A blender will soon come out.

According to expert opinion, Crystal-Mix is better, more practical, suited to Israeli conditions and superior to anything imported from abroad. (Advt.)

RAM
cleans everything
★ and **RAM Special**
cleans and disinfects

Dr. Jacobson Adv.

The super washing powder that protects your washing machine!

WASH-T

BRIGHT AND CLEAN with **TASBIN**

המקור הבריאות

It's Raining—

if not today, then tomorrow; and if not in Tel Aviv, perhaps in Galilee or the South; and who can enjoy buying vegetables and having to carry the heavy basket in a downpour? But when CAN you do if you want to enjoy just THE THING for such a day — good, tasty, steaming hot soup? Why, with no trouble at all and without even having to leave your own home, you can make excellent soup with the aid of a packet of

OSEM VEGETABLE SOUP

This soup contains the choicest vegetables and all the necessary ingredients (just add water) for the preparation of delicious, tasty soup in a few minutes.

IT REALLY IS WORTHWHILE TO USE "OSEM" VEGETABLE SOUP MIX

IT'S GOOD—IT'S OSEM

Secretary-General's Family



Four members of U Thant's family watch the Acting Secretary-General of the U.N. being installed in office. Mr. Thant is seated at left with his daughter Aye Aye. Behind her son Tyn Myint and next to him her son Tin Maung Thant.

A.B.C. of Spices

By MOLLY RAB-DAVID

FOR years women who wanted to flavour their foods with flair had to go to the market and sniff out the herbs and spices they liked and which they knew only by mysterious Arabic names. Today every good grocery has a wide range of herbs and spices on its shelf, all with Hebrew and English names to guide. Moreover, in addition to the spice firms, there are soup seasonings and soyas and table-cellars of mixed aromas made by Asis, Vita, Osem, Telma and Bar. Vita has recently put out a monosodium glutamate mixture that you can shake right on to an omelette, meat, fish, soup or almost any dish (except dessert) as you would salt and pepper at table.

Here is a list of the more common herbs and spices available at the shop around the corner, and this is the way to use them: (Of course your seasoning shelf will also include condiments such as ketchup and Worcestershire sauce, Soyas and Soup Seasoning, for flavouring!)

- **Allspice** comes both in seed and powder in Israel. If you crush the seeds you get a higher flavour. It is used chiefly in baking but a hint can also be added in pickling mixtures.
- **Aniseed** looks like dill but tastes like licorice and is used chiefly in baking. But like all herbs, a very little can be used in soups.
- **Basil** is the herb used so much with tomato in Italian sauces. Though it belongs to the mint family it has a clove-like scent. It is also used with poultry, meat, soups and sauces.
- **Bay Leaves** come from the laurel tree, which grows all over Israel. Use it sparingly, but do use it in stews, pickles, sauces, pot roasts, some vegetables and some soups.
- **Capers** are flower buds preserved in brine. They are delightful in salads and some soups.
- **Caraway Seed** is used in savory baking, such as cheese straws, in cheese mixtures and some Hungarian-style potato and cabbage dishes.
- **Cardamom Seed** belongs to the ginger family. It is used in baking and confections, particularly with citrus fruits. It is used in some kinds of Oriental cooking too.
- **Cayenne** is the ground pod and seed of chili peppers. It is very hot and used to spice meats and pickles.
- **Celery** — Its leaves go into making fine herb bouquet for soups. Its stalk is excellent in salads, its root in soups and some salads and its seeds in pickles and when ground in all dishes where celery adds the desired flavour.
- **Chili Powder** is a blend of chili peppers and other seasonings. Used to bring a high note in meat, fish or cheese dishes.
- **Cinnamon** is the inner bark of the cassia tree and comes in sticks or powder. It is used in baking, relishes and desserts and in some Oriental cooking even with vegetables and meat.
- **Cloves** are the dried buds of the clove tree and are used for baking, condiments, soups, desserts and even to flavour meat and pickles.
- **Coriander Seed** is the dried fruit of a herb of the parsley family and is used in cookies and cakes (especially by Orientals) and is a must in curry powder.
- **Cumin Seed** has a strong flavour and is used widely in Mexican, Spanish and Oriental dishes of many kinds.
- **Curry Powder** is different in every area of the Far East but the mixture (sometimes it is called "curry") is rich in turmeric and coriander.
- **Dill** is used as a herb in pickling and soups and the seed is used with fish dishes, sauces and salad dressings.
- **Fennel** is much like anise in flavour (licorice-like). The leaves are used in soups, sauces and salads and the seeds in baking or with fish.
- **Garlic** is a bulb of the onion family and is really a vegetable but used as a meat and in many dishes and sparingly in some soups. Its lively flavour calls out for use in beef, very good in pickles.
- **Juniper Berries** perfume stews and rare meats.
- **Mace** is for fish and baking. Its flavour is similar to nutmeg but more delicate.
- **Marjoram** is a most useful herb. It is always put into poultry seasoning, sausage and bouquet garni. Use it well with eggs, fish, poultry, vegetables, soups and salads.
- **Mint** is widely used in Oriental cooking and in tea and salads and also in lamb cookery.
- **Nutmeg** is like a nut, but is the dried seed of a tropical tree. It is wonderful in desserts and baking, particularly dishes with apples or custard. Also good in flavoured meat dishes (particularly hamburgers).
- **Oregano** is wild marjoram, and quite different in flavour. It is used with pizza, spaghetti and many Italian, Mexican and Spanish dishes. Good in meat dishes and with many vegetables.
- **Paprika** is dried red peppers in powder form. Makes a good garnish and a must in many Hungarian dishes from goulash to cheese dishes.
- **Parsley**, the best-known herb, is used in all kinds of non-sweet cookery whether soup, meat, fish, fowl, eggs, cheese or salads.
- **Poppy Seed** is used in bread and rolls and in baking and confections.
- **Rosemary** grows everywhere in Israel. Very good when put into the pan with frying fish or meat and some soups. But use it sparingly. Very good in some vegetable dishes too.
- **Saffron** — the real thing — is not available in Israel because it costs about 12,000 a kilo. What we get here is instead "safflower seed", which is also yellow and flavourful. But nothing really can take the place of real saffron's exotic taste and golden glow. Fortunately you need only very little of this fine hairlike spice to make famous rice and fish dishes as *Arroz con Pollo* and *Bouillabaisse*.
- **Sage** is used for stuffing fowl or meat. Use it sparingly.
- **Sesame Seed**, called *Sun* in Israel, is used like nut for nutty flavour, both in baking and candy making, particularly of the Oriental kind.
- **Sorrel** is used chiefly to flavour soups and salads, particularly borscht.
- **Thyme** (famous in Creole cookery) is used with poultry, meats, vegetables and soups.
- **Turmeric** is a ground root used in curry powder and has a sweet warm flavour when used in pickles and relishes and condiments.

Product Variety Control

Industrial Balancing Act to Give Maximum Earnings

By HAROLD W. MARTIN, Professor of Management Engineering, Rensselaer Polytechnic Institute, Troy, New York.

PRODUCT Variety Control is a balancing act performed by industrial and commercial managers. It is the act of balancing the costs of increasing the assortment of types or sizes of a product offered for sale against the sales revenue gained due to the change in assortment. Vice-versa, it is also concerned with balancing the savings obtained by reducing the assortment against any loss of sales revenue due to the reduction. In either case the objective is to generate the maximum rate of earnings from the managed facilities.

Maximum earnings are generated when maximum productivity is attained, as measured in terms of the degree of achievement of the ultimate objective, usually profit or maximum earnings. The simplest balancing act in variety control is that performed by managers of self-service commercial enterprises. Here the objective is to generate a maximum earnings rate from each product line by its stocking and self-selling by customer selection. The manager of the enterprise has under his control for this purpose certain storage and display equipment and a working capital fund for temporary investment in merchandise.

The margin between the purchase cost of the merchandise and the price received from customers are total earnings from the transaction. From this margin must be deducted the costs of storage and display, and all other costs of accomplishing a sale. The total profit from all such transactions determines the rate of return on the capital investment for a period. When this rate of return is maximized the productivity of the enterprise is also maximized. In self-selling the customer is induced to do the productive selling work at no cost to the enterprise. This is to select displayed merchandise and present it to an employee for recording of sale. However, display of the merchandise entails a significant cost associated with inducing customers to do the productive work.

In a self-service selling enterprise, the merchandise display-storage space is the main potential productive facility. Consequently it is the logical base by which to apply the operating costs of the enterprise to the individual products, by apportioning these expenses to the effective display-storage space on some rational basis such as pounds (lb) per cubic centimetre per day. Then, the relative merits of the different products displayed may be evaluated in terms of their degree of contribution towards achievement of the ultimate objectives of the enterprise. The longer a product is displayed, the larger its cubic content, the greater the amount of operating expense it must incur. The deduction of the operating expense from the product's total earnings determines the profit generated by its sale.

The more willing the customers are to buy a product, the greater the product's popularity — the shorter the average period of display-storage before purchase and, for any given selling price, the greater the product's contribution to earnings.

Contribution to the profit objective. It is a fundamental principle of human behaviour that a relatively few products out of an assortment of a particular class of products offered for sale are predominantly popular and consequently account for a major proportion of the sales of all the products included in the assortment. Usually 70 per cent of the total sales revenue is derived from about 20 per cent of the assortment and the remaining products contribute small profits or even losses, except when management controls the assortment by eliminating marginal products all types of the interest of profit maximization.

Display Items. It is a prime responsibility of management, in the interest of generating the maximum rate of earnings, to display for sale only more popular, higher demand products which will have higher profit ratios or even losses. One Israel self-service marketing organization discontinues any product which fails to account for 20 per cent of total sales from all products displayed. This has brought about a 40 per cent reduction in the total variety of products displayed and a 26 per cent increase in the rate of turnover of working capital by 36 per cent.

In retail selling, the management act of balancing product variety in staff selling enterprises is quite similar to that of self-service organizations, except for the additional complications introduced by selling personnel cooperating with potential customers in doing the productive work which results in the customer's decision to purchase a product. This is the work done by sales people in selecting displayed or stored merchandise according to a customer's specification and in presenting the features of the product to persuade the customer to buy. In such case display-storage of the merchandise remains a significant cost factor, but the sales staff product presentation time is also important.

Research studies in a retail department store have shown that the earnings generated per hour of merchandise display-storage space are significantly increased when the assortment of a product available for presentation is increased. Successive studies showed that, above an average assortment of seven product types, the average reduction in total earnings was at least five per cent for each item added to the assortment. As in self-selling, the prime responsibility of management is to purchase and display for sale a limited range of only the more popular, higher demand products in the interest of higher total earnings and profit rates.

Being also a staff selling activity, wholesale selling differs from retail staff selling only in degree and not in basic principles. The average revenue per transaction and the investment of working capital per product type are greater, however, and the wholesaler's enthusiasm for wide product assortment.

A regional research study of wholesalers and retailers' assortments of porcelain enameled kitchenware showed that in every one of four different product types the

average assortment stocked by the retailers was 50 per cent greater than that stocked by wholesalers. For one of the types the total assortment available from all manufacturers was more than three times the average wholesalers' assortment and more than twice the average retailers' assortment. In every instance, whether manufacturer, wholesaler or retailer, the assortment offered was an interpretation, by management, of the range of customer demand. Evidently this wide product assortment variation was due to variations in judgment by the managements of the various enterprises in interpreting the same customer demand. The assortments were not, as is often claimed in such cases, "the variety demanded by the customer," for if this were true all the assortments for each product, whether manufacturers', wholesalers' or retailers', would have been similar.

Manufacturer's Selling. Manufacturer's selling is also a staff selling activity and many of the characteristics of wholesale selling. When a manufacturer produces a consumer goods item the manufacturer frequently sells his product directly to retailers and maintains stocks in anticipation of demands as do wholesaler. But in such cases the retailer-consumer, usually a store buyer, frequently does not initiate the contact with the manufacturer's selling personnel but rather the latter visits the former's store to play his company's "line" of manufactured products.

In retail department store selling, research studies indicate that selling personnel tend not to present the complete assortment of a product type to the customer when the assortment exceeds twenty-five items, and that this tendency becomes stronger as the assortment becomes greater. There is evidence that manufacturers' travelling salesmen have similar tendencies.

When the assortment of products in a manufacturer's product line is too wide, the natural balancing act per-

formed by the salesman, who has to transport the line, is to always show to a potential customer the relatively few product types which he finds to be consistently popular and easier to sell and to restrict the assortment he presents of the less popular, harder to sell, marginal types to a sample selected by him either to meet local competition or at random, or both. This emphasizes the demand for the popular items and obscures the customers' real preferences for the less popular items. Consequently, the total of customers' orders received at the factory from the salesman likewise tends to consistently emphasize the demand for the popular items but diversifies and distorts the demand for the marginal items as seen by the manufacturer because of the salesman's local and random selections. But because procurement of products for sale to wholesalers or retailers involves manufacture of the products in his own factory and the reflection of user demand received at the factory determines manufacturing policy, the distortion of the demand picture can cause the unnecessary production of too wide a variety of marginal products in small quantities.

Production costs per product increase with greater and greater quantities become smaller so that the marginal products tend to generate lower profit rates than the popular products and to absorb manufacturing capacity in proportion to their high costs. Consequently, too wide a variety of manufactured products tends to prevent the maximization of earnings which is the ultimate objective of the enterprise.

Evidently, the managerial balancing act involved in product variety control in manufacturing is similar to but far more complex than the balancing acts performed by manufacturers' travelling salesmen and retail selling enterprises when they control their product varieties so as to maximize total earnings and profits.

'ADIN. Manufacturing & Exporting
S. NEUFELD LTD. UNDERWEAR & Hosiery
42 Rehov Peretz, Tel. 41998, Tel. Aviv.

Pioneers Prof. Martin's methods in the Textile Field

RENSSELAER POLYTECHNIC INSTITUTE
Troy, New York (Since 1824)
Rensselaer Alumni Association
ANNOUNCES
the organization of Israel Alumni group.
Former Rensselaer students are invited to communicate with

Professor Harold W. Martin
13 Rehov Weinmann, Tel. Aviv, Tel. 29080
or c/o Mrs. Ruth Giland, Israel Productivity Institute, Citrus House, Tel. 67685

KELET AFIKIM
MANUFACTURERS OF
PLYWOOD, VENEERS, BLOCKBOARDS, LAMINATED BOARDS AND SAWMILL
AFIKIM JORDAN VALLEY, (ISRAEL)
TELEPHONE ZEMACH 45
Cables: KELET TIBERIAS
TEL AVIV OFFICE: 4 Rehov Shadal, Tel. 68336

URDAN
Metallurgical Works Ltd.
New Industrial Centre, Natanya
MALLEABLE CAST IRON
Spare parts for Motor Cars, Industrial and Agricultural Machinery
WHITE METAL CASTINGS
(Extra hard 400B)
Industrial and Machinery parts
STEEL CASTINGS
Carbon Steel, Mangan Steel, Special Alloy Steel
The Engineers of our foundry will advise customers upon appointment.
Enquiries:
Central Distributing Agency Ltd.
39 Rehov Lillienbaum, Tel. Aviv, Tel. 67909

KEEL INDUSTRIES EXHIBITION
Permanent exhibition of the 30 Keel Industries: 50 Rehov Ben Yehuda, Tel. Aviv.

VULCAN

VULCAN FOUNDRIES LTD.

Israel's
LEADING SUPPLIERS

of
CASTINGS, SANITARY FITTINGS, CAST-IRON BATH TUBS AND SUNDRY MACHINERY

HAIFA
P.O.B. 624
Tel. 71304

Cables: **VULCAN**

TEKON

Prof. Martin's methods are being applied in our progressive industries, for better and cheaper products. Visit our exhibition. Open to the public daily 9.30—12.30, 2—4.30
* METAL * GLASS * CERAMICS * CEMENT * ELECTRICITY * ELECTRONICS * CHEMICAL PRODUCTS * RUBBER, PAINTS & WOOD

KOOR INDUSTRIES EXHIBITION
Permanent exhibition of the 30 Koor Industries: 50 Rehov Ben Yehuda, Tel. Aviv.

